

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 060970

R 021450Z SEP 75
FM AMEMBASSY BOGOTA
TO USDOC WASHDC
INFO SECSTATE WASHDC 539

UNCLAS BOGOTA 8339

EO 11652: NA
TAGS: BEXP CO
SUBJ: CATALOG SHOW: METALWORKING MACHINERY AND EQUIPMENT

REF: USDOC 12863

1. TOTAL APPARENT CONSUMPTION OF METALWORKING EQUIPMENT
IN COLOMBIA WAS US \$17 MILLION IN 1972, \$21 MILLION IN 1973,
AND \$21 MILLION IN 1974. TENTATIVE PROJECTED APPARENT
CONSUMPTION BY 1978 WILL BE US \$33 MILLION.

2. PERCENTAGES OF US SHARE OF THE IMPORT MARKET WERE:
IN 1972, 30 PERCENT; 1973, 21 PERCENT, 1974, 30 PERCENT
IN VIEW OF ANDEAN GROUP SECTORIAL ASSIGNMENTS AND LAFTA
CONCESSIONS, US SUPPLIERS WILL HAVE TO STRENGTHEN THEIR
EFFORTS TO MAINTAIN THEIR SHARE OF THE MARKET. UP TO
PRESENT TIME MAIN THIRD-COUNTRY COMPETITORS HAVE BEEN
SPAIN, AS RESULT OF COMPENSATION AGREEMENTS, AND WEST
GERMANY.

3. GOOD PROSPECTS FOR IMPORT ARE SPECIALIZED LATCHES,
MILLING MACHINES, HYDRAULIC PRESSES, RECTIFYING
POLISHING AND SHARPENING MACHINES, ELECTRIC HEATING
WELDERS AND CUTTERS, BENDING AND CUTTING MACHINES
ROLLING MILLS AND ROLLERS, WIRE WORKING MACHINES
AND PNEUMATIC TOOLS AND MACHINE TOOLS.

4. PRESENTLY DOMESTIC PRODUCTION CONSTITUTES A COMPETITIVE
FACTOR ONLY FOR SOME HAND TOOLS AND SIMPLE MACHINE
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TOOLS BEING LOCALLY MANUFACTURED. THE METALWORKING SECTORAL

ASSIGNMENTS MADE TO COLOMBIA WITHIN THE ANDEAN GROUP INCLUDE FORGING MACHINES AND SURFACE FINISHING MACHINE TOOLS, BUT IT WILL TAKE MUCH TIME TO FULLY DEVELOP SUCH INDUSTRIES. THE GENERAL CONSENSUS IS THAT THE ENTIRE ANDEAN SECTORAL PROGRAM WILL NOT SIGNIFICANTLY AFFECT METALWORKING IMPORTS FROM COUNTRIES OUTSIDE THE ANDEAN GROUP UNTIL ADEQUATE TECHNOLOGY AND SCALES OF PRODUCTION ARE REACHED BY MEMBER COUNTRIES.

5. THE END-USER UNIVERSE FOR METALWORKING AND FINISHING EQUIPMENT IS LARGE ENOUGH TO JUSTIFY REFTEL'S PROPOSED CATALOGUE SHOW. ALSO JUDGED AS EFFICIENT PROMOTION TOOLS ARE FOREIGN BUYERS GROUPS TO US EXHIBITIONS AND PARTICIPATION IN THE BIENNIAL INTERNATIONAL FAIR OF BOGOTA.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BOGOTA08339
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750303-0453
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750990/aaaadbrt.tel
Line Count: 76
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: RowellE0
Review Comment: n/a
Review Content Flags:
Review Date: 24 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 FEB 2003 by maustmc>; APPROVED <12 JAN 2004 by RowellE0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CATALOG SHOW: METALWORKING MACHINERY AND EQUIPMENT
TAGS: BEXP, CO
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006